

Velvet Kind

the ton,
and freezing

Q Stands for qualities
Wisely combined,
That go to the making
Of the Velvet Kind.

R Is for Richmond,
That historic town,
Where the Velvet Kind Cream
Has won greatest renown.

S Is for South,
Where we ship with success
Our Velvet Kind Cream
By the fastest express.

T Is for time,
You just name it, that's all,
And our Velvet Kind Cream
Will arrive at your call.

U Is for uniform,
This is our claim
That the Velvet Kind Cream
Is at all times the same.

V For Virginia,
That grandest of states,
Where we ship Velvet Kind
At the lowest of rates.

W Is for wife,
If you're out late just buy
Some Velvet Kind Cream
And she won't ask you 'why?'

X Is for ten,
Either dollars or cents,
Will buy Velvet Kind Cream
Twill repay the expense.

Y Is for year,
And Leap Year besides,
Girls, coax them with Velvet
If you would be brides.

Z Is for Zenith,
The tip-top of Fame,
Where Velvet Kind Cream
Has emblazoned its name.



In Friday's Papers We Announced the
Receipt of the Greatest Tribute to "Velvet
Kind" Ice Cream Yet Received.

Here It Is!!!

Read the twenty-six clever jingles inspired by
the rapidly spreading fame of the "VELVET
KIND" CREAM. They were sent us by special
messenger and would have taken First Prize if
they had not failed to conform entirely to the
rules of this contest.

They're so good, however, that we have de-
cided to award a special prize of \$5.00 to the
authors—

JANE COTTRELL,
LYDIA SMOOT,
ROSA PLEASANTS,

READ THEM---ONE AND ALL

—and yet no jingle can quite describe the tempting quality of
the "Velvet Kind" Cream. It's all that you ever loved in
other ice creams—and more.

Try the "Velvet Kind" Cream in your home. Order your
favorite flavor in the "Velvet Kind"—you'll be charmed.
Convinced, WON!!

HERE'S THE THIRD PRIZE WINNER IN LAST WEEK'S JINGLE CONTEST:

A cream that has purity, smoothness and taste
Is recommendation enough and to waste;
'Tis a well-known fact—it has stood the test,
That the Velvet Kind is pronounced the best.

MISS JULIET ANDERSON,
No. 720 Virginia Ave., Barton Heights.

THE PURITY ICE CREAM CORP.
Jefferson and Cary Streets. Richmond, Virginia.

